



UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov

Isaac Bentolila  
517 36th Avenue, Apt 201  
San Francisco, California 95051

In re Application of  
Isaac Bentolila, Yiming Zhou, Isaac Labeeb  
Ismail and Richard Humpleman  
Application No. 10/043,698  
Filed: January 9, 2002  
Attorney Docket Number: MET1.0002  
Title of Invention: SYSTEM AND METHOD  
FOR BEHAVIORAL MODEL CLUSTERING IN  
TELEVISION USAGE, TARGETED  
ADVERTISING VIA MODEL CLUSTERING,  
AND PREFERENCE PROGRAMMING BASED  
ON BEHAVIORAL MODEL CLUSTERS

LETTER

COPY MAILED

OCT 29 2002

OFFICE OF PETITIONS

Dear Mr. Bentolila:

You Isaac Bentolila are named as a joint inventor in the above-identified United States patent application filed under the provisions of 35 U.S.C. 116 (United States Code) and 37 C.F.R. § 1.47(a), Rules of Practice in Patent Cases. Should a patent be granted on the application you will be designated therein as a joint inventor.

As a named inventor you are entitled to inspect any paper in the file wrapper of the application, order copies of all or any part thereof (at a prepaid cost as per 37 C.F.R. § 1.19) or make your position of record in the application. Alternatively, you may arrange to do any of the preceding through a registered patent attorney or agent presenting written authorization from you. If you care to join the application, counsel of record (see below) would presumably assist you. Joining in the application would entail the filing of an appropriate oath or declaration by you pursuant to 37 C.F.R. § 1.63.

Telephone inquiries regarding this communication should be directed to Petitions Attorney Charlema R. Grant at (703) 306-0251. Requests for information regarding your application should be directed to the File Information Unit at (703) 308-2733. Information regarding how to pay for and order a copy of the application, or a specific paper in the application, should be directed to Certification Division at (703) 308-9726 or 1-800-972-6382 (outside the Washington D.C. area).

*Christina Cantore Donnell for*  
Beverly M. Flanagan  
Supervisory Petitions Examiner  
Office of Petitions  
Office of the Deputy Commissioner  
for Patent Examination Policy

Kenneth L. Sherman  
SHERMAN & SHERMAN  
Seventeenth Floor  
2029 Century Park East  
Los Angeles, CA 90067

BEST AVAILABLE COPY